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October 27, 2004

Commissioner of Patents and Trademarks
c/o Technology Center 2100
Washington, DC 20231

VIA FIRST CLASS MAIL

Re: Response to Office Action
Title: A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE
FOR GENERATING A MODEL TO ANALYZE A
PROPENSITY OF AN INDIVIDUAL TO HAVE A PARTICULAR
ATTITUDE, BEHAVIOR OR DEMOGRAPHIC
Serial Number: 09/815,545
Our File Number: 44000/04226

Dear Sir:

On behalf of our client, we enclose the following documents in response to the Official Action dated April 27, 2004:

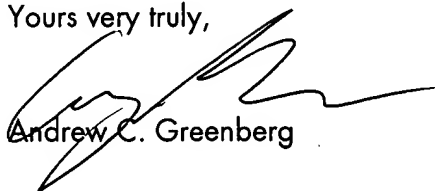
1. Response to Office Action;
2. Check in the amount of \$490.00 in payment of the third month extension fee for responding to the Office Action;
3. Request for Extension of Time.

Commissioner of Patents
S/N: 09/815,545
October 27, 2004
Page 2

The Commission is hereby authorized to charge any additional fees that may be required or credit any overpayment, without specific authorization, to Deposit Account Number 03-0683. A duplicate of this letter is enclosed.

Also enclosed is an addressed, stamped postal card that we request you return to this office acknowledging your receipt of these materials.

Yours very truly,



Andrew C. Greenberg

ACG/hmu
Enclosures

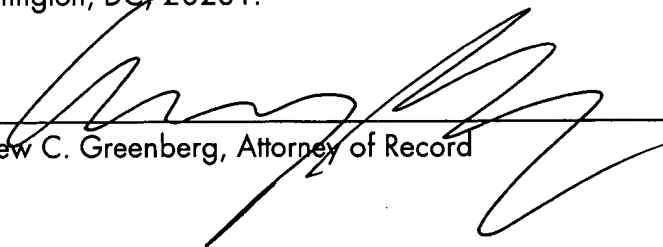
cc: Phoenix Marketing International

CERTIFICATE OF MAILING

FIRST CLASS MAIL

Date of Deposit: October 27, 2004

I hereby certify that this correspondence and enclosures are being deposited with the United States Postal Service, First Class Mail, under 37 CFR 1.10, on the date indicated above and addressed to Commissioner of Patents and Trademarks, c/o Technology Center 2100, Washington, DC, 20231.



Andrew C. Greenberg, Attorney of Record

Oct. 27, 2004
Date